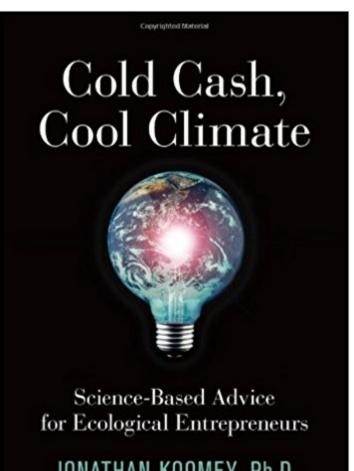
The book was found

# Cold Cash, Cool Climate: Science-Based Advice For Ecological Entrepreneurs



JONATHAN KOOMEY, Ph.D.



## Synopsis

Written for entrepreneurs and investors, this book describes how to profit from tackling climate change, one of this centuryâ <sup>™</sup>s greatest challenges. Industry expert Dr. Jonathan Koomey acts as your companyâ <sup>™</sup>s scientific advisor, summarizing the business implications of the climate problem for both new and existing ventures. Koomey helps you effectively allocate scarce time and resources to the most promising opportunities, drawing upon his more than 25 years of experience in analyzing and implementing climate solutions.

### **Book Information**

Paperback: 222 pages Publisher: Analytics Press (February 15, 2012) Language: English ISBN-10: 097060193X ISBN-13: 978-0970601933 Product Dimensions: 6.9 x 0.6 x 10 inches Shipping Weight: 1 pounds (View shipping rates and policies) Average Customer Review: 4.7 out of 5 stars Â See all reviews (12 customer reviews) Best Sellers Rank: #888,846 in Books (See Top 100 in Books) #267 in Books > Business & Money > Processes & Infrastructure > Green Business #1081 in Books > Business & Money > Small Business & Entrepreneurship > New Business Enterprises #2111 in Books > Business & Money > Economics > Environmental Economics

#### **Customer Reviews**

Jonathan Koomey writes books for busy people who need to absorb meaningful information fast. His latest, Cold Cash, Cool Climate, is directed at the entrepreneur whose aim is to stop global climate change in its tracks and make a lot of money in the process. There is money to be made by the barrel. Human civilization needs to reduce carbon emissions by billions of tons of carbon per year--imagine what that might translate to in cash equivalent. And there is no single pathway to accomplish this, so there are opportunities for entrepreneurs wherever you look--energy-efficient versions of every kind of product and service, clean sustainable energy sources, a better electricity grid, real-time information about how we're spending our energy dollars, to name just a few. "We'll need to try many things," he writes, "fail fast, and do lots more of what works and less of what doesn't."Koomey's book gives you the lowdown on where our high-carbon future is leading us (to an unlivable planet whose average temperature will cause extremes of weather not seen in tens of millions of years), and what kind of value we can create by developing the truly market-changing business ideas that steer the world to a low-carbon future.Perhaps the most important take-away message of his brief, readable book is that there is no way to truly model and predict what path we'll take to a low-carbon society, because unanticipated disruptive technologies can have such radical effects on human society that they can't be predicted and included in the computer models. This is where entrepreneurs with big ideas come in.The advice is both practical and inspirational.

#### Download to continue reading...

Cold Cash, Cool Climate: Science-Based Advice for Ecological Entrepreneurs Cold Calling: for beginners - Cold Calling Techniques that work - Cold Calling Tips (Cold Calling Techniques that work for beginners - Cold calling sales Book 1) HOW TO GET MONEY FAST: CASH BLITZ HOW TO MAKE SOME CASH WITHIN A COUPLE OF HOURS, TODAY, NOW: (make money, easy cash, fast cash,selling,sell,goods,facebook) Totally Cool Creations: Three Books in One; Cool Cars and Trucks, Cool Robots, Cool City Builder's Guide to Cold Climates: A Comprehensive Guide to the Best Cold-Climate Building Techniques Cool Paper Folding: Creative Activities That Make Math & Science Fun for Kids!: Creative Activities That Make Math & Science Fun for Kids! (Cool Art with Math & Science) Structure and Function of a Chihuahuan Desert Ecosystem: The Jornada Basin Long-Term Ecological Research Site (Long-Term Ecological Research Network Series) Climate: Causes and Effects of Climate Change Climate and the Oceans (Princeton Primers in Climate) The Climate Crisis: An Introductory Guide to Climate Change Cool Flexagon Art: Creative Activities That Make Math & Science Fun for Kids! (Cool Art with Math & Science) House of Cash: The Legacies of My Father, Johnny Cash No Cash? No Problem!: Learn How To Get Everything You Want in Business and Life, Without Using Cash Cash Value Maximizer: How To Get The Highest Actual Cash Value For Your Vehicle In Less Than Two Hours The War on Cash: How Governments, Banks, Nonprofits and Academics are Abolishing Cash In the Company of Women: Inspiration and Advice from over 100 Makers, Artists, and Entrepreneurs Cold Cereal (Cold Cereal Saga) THE COLD CALLING SECRET: Discover the NEW ground-breaking cold calling techniques that get results! Readable on Kindle, PC, Mac or iPad AUTHENTIC COLD CALLING: The Path to Fearless, Effective Cold Calling The Whole Library Handbook 5: Current Data, Professional Advice, and Curiosa (Whole Library Handbook: Current Data, Professional Advice, & Curios)

<u>Dmca</u>